

Your next *10 videos*, backed by what is already going viral in study and relaxation music

Prepared for **Music production houses** · 8 Sep 2026. Every video below links to YouTube. The ten ideas at the end are the deliverable; everything before them is the evidence.

PAGE

outlierkit.com/resources/youtube-strategy-for-music-production-houses/

NICHE

Lofi, ambient and study playlists

STAGE

Strategy playbook

BUILT WITH

OutlierKit outlier index

WHERE YOU STAND

Where music production houses stand today

12

OUTLIER VIDEOS
ANALYSED

8 Sep 2026

PULLED FROM
OUTLIERKIT

Use-
case title

WINNING FORMAT

Catalogue
as playlists

POSITIONING

Study and relaxation music is the one niche where the title is literally the search query. Every outlier below stacks the same vocabulary: a mood word (calming, relaxing, mind relaxing), a treatment (slowed plus reverb, lofi, mashup) and two or three uses (study, sleep, work, chill). Nobody clicks for the artist. They click for the job the music will do.

The multiples are biggest on tiny channels: 14x on 487 subscribers, 9.5x on 178, 9.4x on 493. A production house with a catalogue and no channel is one upload away from the same numbers, because the catalogue is already the product; the missing step is the title.

One catalogue, many playlists

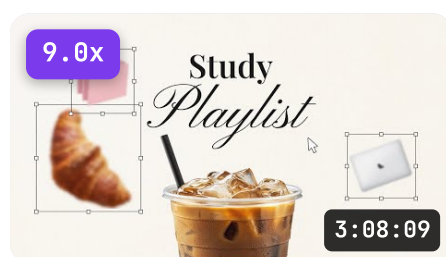
The same tracks can be re-cut into a two-hour sleep mix, a three-hour study mix and a ten-minute night lofi loop, each with its own use-case title. The outliers show identical titles winning on different channels, so there is no penalty for a house publishing the pattern several times with different lengths and treatments.

THE EVIDENCE

What is going viral in study and relaxation music right now

Outlier playlists and mixes from channels of every size, pulled from OutlierKit

Each x is how far the video beat its own channel's normal views. Three of the twelve are near-identical titles on three different small channels, which is the strongest evidence that the phrase itself does the work.



Calming Study Playlist - Chill Music For Studying, Concentration, and Focus

Slow life sound · 25K subs · 54 · 1K views · Sep 2025

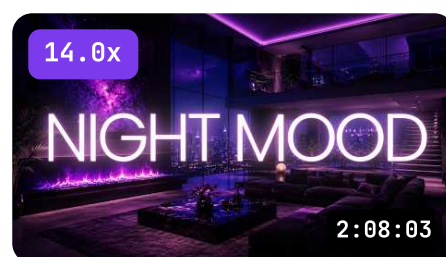
Calming study playlist plus three named uses. 9x on 25K subscribers; the title is the search box.



Relax Music Deep Sleep - Study, Relax, Work, De-stress, Just Listen (NO-ADS) 1HOUR

The Sound Of Relaxation · 1.3M subs · 16K views · Jul 2026

Deep sleep plus four uses plus just listen. 8.3x on a 1.32M channel; the mass-market version of the same title.



RELAXING NIGHT FOCUS R&B Mix Playlist I Late Night Vibes, Relaxing, Study & Late Working...

Mellow Night R&B · 487 subs · 6 · 8K views · Jul 2026

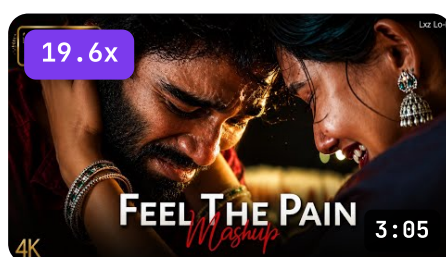
A 487-subscriber channel got 6,800 views: 14x. Night, focus and R&B name a mood, a use and a genre in one line.



Relaxing LoFi Beats to Chill & Sleep I Peaceful Night Study Music

Mid Night Drift · 178 subs · 85 · 1K views · Apr 2026

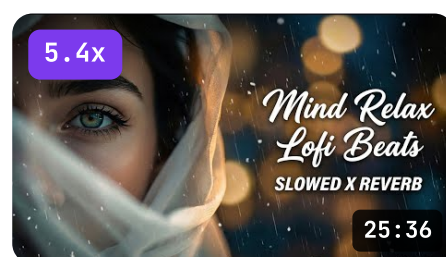
A 178-subscriber channel got 85,136 views on a ten-minute lofi upload. 9.5x; chill and sleep and peaceful night are three search phrases.



Mind Relaxing Lofi Beats I Slowed + Reverb 2025 Ultimate Lo-fi Mix, Study, Sleep & Chill

Lxz Music Life · 3.1K subs · 51 · 8K views · Aug 2025

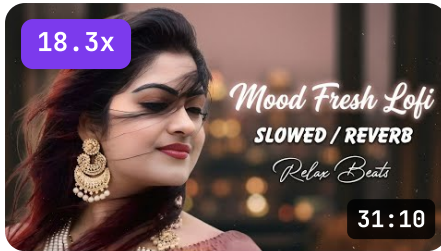
Slowed plus reverb plus a year plus ultimate. 19.6x on 3,130 subscribers; the treatment words are the search.



Mind Relax Lofi Beats I Deep Slowed + Reverb Mix for Study, Sleep & Chill

MusicSweety · 14.9K subs · 77 · 3K views · Feb 2026

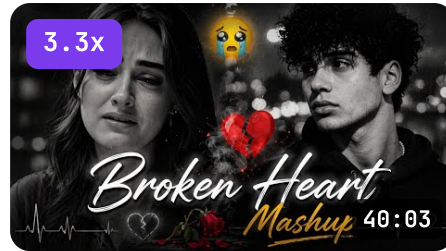
Deep slowed plus reverb plus three uses. 5.4x on 14,900 subscribers with the same vocabulary.



Mood Fresh Lofi | Relaxing Mashup Beats | Sleep, Study & Chill Vibes

MusicJUHI 2.0 · 39.1K subs · 1.7M views

Mashup beats plus three uses. 18.3x and 1.7 million views on 39K subscribers; the mashup is the differentiator.



2026 Ultimate Mind Relaxing Lofi Beats | Study, Sleep & Chill

SRB Lofi Song · 6.6K subs · 213K views

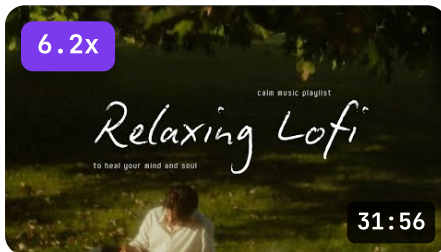
Year plus ultimate plus mind relaxing plus three uses. 3.3x on 6,640 subscribers, 213,000 views.



2026 Ultimate Mind Relaxing Lofi Beats | Study Sleep & Chill lofi

JD lofi 0 · 493 subs · 63K views

The same title on a 493-subscriber channel did 63,000 views: 9.4x. The phrase pulls regardless of channel size.



2025 Ultimate Mind Relaxing Lofi Beats | Study, Sleep & Chill part 180

Chill Romantic Tune · 959 subs · 36K views

The same shape with a part number (part 180). 6.2x on 959 subscribers; the series number tells the viewer there is more.



Focus Music for Study & Work: StudyBoost Lo-Fi Beats to Stay in Flow

Caress Relaxing Music · 37.1K subs · 25.5K views · Nov 2025

Focus music plus study and work plus stay in flow, three and a half hours. 7.3x on 37K subscribers; length is a feature here.



Relaxing Study Music | Deep Focus & Concentration Piece for Productive Study Sessions

So Hum Collective · 19.4K subs · 31.8K views · Nov 2024

Deep focus and concentration plus productive, from a 19K channel. 5.3x and still pulling two years on.

The patterns behind these numbers

- **Stack the uses.** Study, sleep, chill, work, de-stress: three uses in the title cover three searches.
- **Name the treatment.** Slowed plus reverb, lofi, mashup, R&B mix: the treatment is how listeners find a sound.
- **Year plus ultimate is a slot.** 2026 Ultimate Mind Relaxing Lofi Beats won on three channels; refresh it each year.
- **Length is a feature.** Two, three and three-and-a-half hour mixes hold the viewer for the whole session; watch time is what recommends them.
- **Part numbers build a series.** Part 180 tells the viewer there are 179 more; the series is the subscription reason.

Your first 10 videos

Each one built from a proven outlier pattern, in the order to film them

Ideas one to four are the search-led titles to publish first from catalogue you already own. Five to eight are treatments and moods. Nine and ten are the long mixes and the series slot.

1

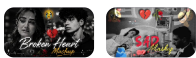
2026 ultimate mind relaxing lofi beats: study, sleep and chill (part 1)

OPEN WITH

Forty minutes of lofi from the catalogue, sequenced for a study session, with the part number in the title so the next one has somewhere to go.

FORMAT Playlist upload with static or looped visual

LENGTH 30 to 45 min



MODELLED ON

2026 Ultimate Mind Relaxing Lofi Beats did 3.3x on 6,640 subscribers and 9.4x on 493 with the same title.

[Find more outliers like this on OutlierKit](#)

2

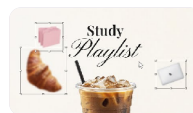
Calming study playlist: chill music for studying, concentration and relaxation

OPEN WITH

Three hours, no interruptions, sequenced from calm to calmer so the listener never has to touch it.

FORMAT Long playlist, three named uses

LENGTH 2 to 3 hours



MODELLED ON

Calming Study Playlist did 9x on 25K subscribers at three hours.

[Find more outliers like this on OutlierKit](#)

3

Slowed + reverb lofi mix 2026: mind relaxing beats for study and sleep

OPEN WITH

The catalogue, slowed and drenched. Same tracks, new treatment, and a title that carries the words listeners type.

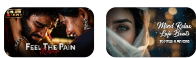
FORMAT

Treatment mix

LENGTH

20 to 30 min

MODELLED ON



Mind Relaxing Lofi Beats I

Slowed + Reverb 2025 did 19.6x on 3,130 subscribers; the deep slowed version did 5.4x on 14,900.

[Find more outliers like this on OutlierKit](#)

4

Relaxing lofi beats to chill and sleep: peaceful night study music

OPEN WITH

Ten minutes, one loop, for the listener who wants something short before sleep. Short uploads get the same title shape and fill the gap between long mixes.

FORMAT

Short loop upload

LENGTH

8 to 12 min

MODELLED ON



Relaxing LoFi Beats to Chill & Sleep I Peaceful Night Study Music did 9.5x on 178 subscribers.

[Find more outliers like this on OutlierKit](#)

5

Late night focus R&B mix: relaxing, study, work

OPEN WITH

The catalogue's R&B side, two hours, sequenced for late-night work. Genre plus mood plus use in one title.

FORMAT

Genre mix

LENGTH

1.5 to 2.5 hours



MODELLED ON

RELAXING NIGHT FOCUS R&B Mix Playlist did 14x on 487 subscribers.

[Find more outliers like this on OutlierKit](#)

6

Relax music deep sleep: study, relax, work, de-stress, just listen

OPEN WITH

Two hours built to fade. Four uses in the title and just listen at the end, for the search that has no genre in it.

FORMAT

Ambient sleep mix

LENGTH

2 hours



MODELLED ON

Relax Music Deep Sleep did 8.3x on a 1.32M channel.

[Find more outliers like this on OutlierKit](#)

7

Focus music for study and work: lofi beats to stay in flow (3.5 hours)

OPEN WITH

A whole afternoon in one upload. Long enough that the listener finishes their work before the mix does.

FORMAT

Long focus mix

LENGTH

3 to 4 hours



MODELLED ON

Focus Music for Study & Work: StudyBoost Lo-Fi Beats to Stay in Flow did 7.3x on 37K subscribers.

[Find more outliers like this on OutlierKit](#)

8

Mood fresh lofi: relaxing mashup beats for sleep, study and chill

OPEN WITH

Two catalogue tracks blended into one, ten times over. The mashup is what makes a familiar catalogue feel new.

FORMAT

Mashup mix

LENGTH

30 min



MODELLED ON

Mood Fresh Lofi | Relaxing Mashup Beats did 18.3x and 1.7 million views on 39K subscribers.

[Find more outliers like this on OutlierKit](#)

9

Relaxing study music: deep focus and concentration piece for productive work

OPEN WITH

One long piece, not a playlist: a single composition for deep work, for the listener who does not want track changes.

FORMAT

Single long composition

LENGTH

10 to 60 min



MODELLED ON

Relaxing Study Music | Deep Focus & Concentration Piece did 5.3x on 19K subscribers.

[Find more outliers like this on OutlierKit](#)

10

2026 ultimate mind relaxing lofi beats: study, sleep and chill (part 2 and onward)

OPEN WITH

Same title, next part number, every week. The series is the reason to subscribe and the reason the algorithm has somewhere to send a finished viewer.

FORMAT

Weekly series slot

LENGTH

30 to 45 min



MODELLED ON

2025 Ultimate Mind Relaxing Lofi Beats part 180 did 6.2x on 959 subscribers; the part number is the series.

[Find more outliers like this on OutlierKit](#)

How to sequence this

Publish ideas one to four in the first two weeks from catalogue you already own; they need a title and a visual, not a session. Five to eight are the treatment and genre cuts for weeks three to six. Nine is the single-composition slot, and ten turns idea one into a weekly series with a part number. Every upload gets a 60-second Short of the best loop with the full mix linked. Track the three uses in each title separately in OutlierKit, and move the winning use to the front of the next title.

KEEP GOING

What to do next

Get this report for your own channel

This report is built for music production houses as a group. The channel version starts from your own uploads: your median views, the videos that beat it, and ten ideas that reuse footage and knowledge you already have. OutlierKit runs the same outlier search for any channel or niche, any time, and the free trial includes enough credits to do it.

[Open OutlierKit](#)[Start the free trial, no card needed](#)

Live channel analyses worth studying

Four public channel breakdowns on outlierkit.com that music production houses learn from: every upload ranked against the channel's own median, the titles that broke out, and the estimated revenue. They update as the channels post.

Lofi Girl

Lofi & ambient music **15.8M subs** · **6.2M avg views**

Soothing Relaxation

Relaxation music **12.0M subs** · **8.4M avg views**

Relaxing Music Collection

Ambient White Noise & Study Aid **43.8K subs** · **441.0K avg views**

Divyastra Records

Devotional & Meditation Music **17.5K subs** · **92.5K avg views**

Ask Claude for the next ten

Paste this into Claude with the [OutlierKit MCP connector](#) attached (keywords_research, outliers_search, channels_get).

We are a music production house with [number] artists in [genres]. Use OutlierKit to research the keyword [genre] music for [use case] and find the 10 videos in the last 90 days that most beat their channel average for that search. Group them into catalog videos (mixes and playlists), artist videos (releases, lyric videos, live sessions) and studio videos (production breakdowns). Then recommend which of our three channel types should publish what next month, with 6 titles each written in the pattern that is winning.

How to read the numbers. Every “x” is that video’s views divided by its own channel’s typical views, so a 10x video did ten times better than that channel normally does. Small channels are included on purpose: they show which topics pull viewers who have never heard of the creator.

Built with the OutlierKit outlier index. Run your own niche scan any time at outlierkit.com. Questions: hello@outlierkit.com.